

Iowa Council on Homelessness

Iowa Quality Standards

Proposed Scope of Services – SFY 2016

September 2015

State Public Policy Group, Inc. (SPPG)

Proposed Scope of Services for SPPG – SFY 2016

The SPPG team is appreciative and honored that the Iowa Council on Homelessness seeks our continued services and support in the next phases of the Iowa Quality Standards. Following is a scope of services SPPG proposes that will utilize SPPG's strengths to deliver the greatest return for the Council.

At the close of the 2015 services, SPPG worked with the State Planning Advisory Committee to develop recommended strategies that build from the previous year and add focus on how the standards might be promoted and encouraged as a means to build a statewide system of quality homelessness services.

- ICH Decisions and Oversight
- Educate and Engage
- Use and Evaluate the Standards
- Develop the Statewide System

SPPG proposes its SFY 16 work focus on two of these recommended strategies: *Educate and Engage*, and *Use and Evaluate the Standards*. We at SPPG believe that these two strategies include activities that are necessary to continue to introduce the standards and engage organizations in their use and evaluation. In addition, the activities are those that can be appropriately conducted and supported through a contracted organization without detracting from the Council's necessary roles in leadership of the critical strategies of oversight and system development.

Throughout what is expected to be an eight-to-nine month period of work, SPPG will work with the Policy and Planning Committee of the Council. Knowing that many members of the State Planning Advisory Committee indicated their interest in continuing to work with the Policy and Planning Committee, SPPG will work to identify how best to engage interested individuals as needed to provide feedback and guidance to this effort. We do not anticipate monthly meetings similar to the development phase, but reaching out on an as-needed basis for feedback on potential messaging, promotional activities, the demonstration project and reviewing findings.

EDUCATE AND ENGAGE

1. **Create a positive identity or image for the Iowa Quality Standards.** In some ways, these activities are a marketing campaign. Messages are needed, and an identity must be deliberately identified and established through conscientious and consistent activities. A logo and style would be helpful for recognition of the Iowa Quality Standards.
2. **Develop relevant materials for education and promotion.** Hard copy, electronic, and social media materials can be effective tools for outreach, education, and promotion of this initiative. Using the identity, activities will become known as associated with program quality improvement in keeping with messaging that will be developed. Types of materials will likely include a simple one-page overview of the statewide initiative, highlights of the standards and their benefit to clients, organizations, and the system, and more. A section of the ICH website can be devoted to this effort, and social media might be considered to get the word spread further. The options for education and promotion must consider both the content of and the attitudes and perceptions about the standards.

3. **Ensure materials are available and accessible to all.** Throughout this initiative, transparency has been emphasized, and efforts have been made to reach beyond the already-involved providers to reach stakeholders across the state. During implementation, this becomes even more important. Accessibility of materials and tools will foster involvement of more organizations in using the standards and working to achieve them. All materials, resources, and tools should be made available on the ICH website.

USE AND EVALUATE THE STANDARDS

1. **Conduct an eight-month demonstration project with four to six organizations providing different types of services that are geographically diverse, and are of various sizes.** These organizations could be chosen through an application process and could receive technical assistance, training, or other reasonable incentives to participate. The organizations in the demonstration project would periodically report such elements as their progress in meeting standards, time required, costs, benefits, partnerships and collaborations developed. Board, staff, client, and community perceptions would also be desirable to gather. Findings from the demonstration project would be shared broadly and used in promotional materials as well as to improve the system.
2. **Provide technical assistance as organizations across the state begin to conduct their self-appraisal and work toward implementing standards.** Some organizations are using the draft materials to get started using the standards with their organizations, which is exciting. With any new process, questions and assistance will be requested by homelessness services providers as they delve into addressing the standards as they relate to their organization and programs. Primary assistance should be available on the IFA website through the User Handbook and Appendix. “Live” help will also be sought by some, requiring that designated individuals be able to spend some of their time providing this assistance. It should be noted that State Planning Advisory Committee members have offered to serve as contacts for a level of technical assistance to other organizations.
3. **Maintain resources on the ICH website and ensure they remain current.** Once the IFA website is populated with the Iowa Quality Standards, the User Handbook, and the Appendix, it will require maintenance. Organizations should be encouraged to submit questions, examples of materials or resources to share with others, and other stakeholder-driven opportunities to collaborate and share information statewide. These could be made available through interactive elements of the website.

Work Plan and Anticipated Time Frames

OCTOBER 1, 2015 – JUNE 30, 2016

The two strategies will be implemented simultaneously, though their activities are quite distinct. Of course, the time frame for each activity is subject to change based on what is found to be optimal and possible.

1. Educate and Engage – EE
2. Use and Evaluate the Standards – UE

Activity	Time Frame	Who	Notes
Finalize scope and parameters of work and contract, including role of PP Committee and SPAC	October	SPPG PP Comm	EE & UE
Develop feasible Demonstration Project plan with an 8-month timeline <ul style="list-style-type: none"> Purpose Scope Design Outcomes Criteria for evaluation 	October	SPPG	UE – with PP committee
Identify criteria and process for selection of 4-6 participants for Demonstration Project	October	SPPG	UE – with PP committee
Develop materials for use by Demonstration Project Participants	October – November	SPPG	UE
Develop identity of the Iowa Quality Standards (IQS), including logo, style elements, and basic materials	October – December	SPPG	EE – Will engage PP committee in review and feedback during development
Review and expand IQS stakeholder list/database for promotion of the Standards	October – December	SPPG	EE – Be sure ICH and IFA share in development and ongoing use
Develop an IQS Facebook page and manage its activity using the logo and style of the	November	SPPG	EE – to promote awareness and share

Activity	Time Frame	Who	Notes
IQS			information
Solicit and select participants for Demonstration Project	November	SPPG PP committee	UE
Develop materials to align with outreach and awareness messages.	November – June	SPPG	EE - With participation of PP committee and other stakeholders
Develop outreach and awareness campaign, to include web, social media, and earned media statewide	December – June	SPPG	EE – With participation of PP committee and other stakeholders
Provide periodic updates, news, and other current events and developments to stakeholders via electronic means	November – June	SPPG	EE – With review of PP Committee
Share new materials, models, Iowa experiences, and templates with shareholders, including posting on the IQS web page and linking to applicable standards.	November – June	SPPG	EE – Includes developing means to solicit these new materials from users.
Demonstration Project underway and continues	November – June	SPPG	UE
Technical Assistance Provided to Demonstration Project Participants	November – June	SPPG	UE – PP committee members as needed
Provide Technical Assistance to other organizations using the IQS	November – June	SPPG and Committee	UE – SPPG can direct requests to committee members most appropriate for support
Gather Demonstration Project Participants' findings for compilation and overall reporting	May-June	SPPG	UE – providing feedback to ICH
Transition to PP Committee the management of database, Facebook page, IQS materials updates, and	June	SPPG PP Committee	EE – Ensuring continuity in the Education and Engagement strategy

Activity	Time Frame	Who	Notes
ongoing communications			
Transition of Technical Assistance services to ICH and PP Committee	June	SPPG	UE – Ensuring continuity in the Use and Evaluation of the Standards strategy
Contract end	June 30		

Budget

SPPG will complete this scope of work within a fixed-price budget of \$40,000 for the period October 1, 2015 – June 30, 2016.

This budget includes professional fees and expenses required to complete the scope of work. Expenses are expected to include use of technology services (such as Constant Contact), communications, copying and printing, meeting costs, and staff travel.

No funds are allocated within this fixed-price budget for reimbursement for committee members or organizations for participation in outreach or the Demonstration Project.